

U.S. Pat. App. No. 10/683,757

REMARKS

In the above-referenced case, claims 1-39 are pending. Applicant will sequentially address the issues raised by the Examiner.

I. The 35 U.S.C. §102 Rejections

Claims 1-39 were rejected under 35 U.S.C. §102(e) as being anticipated by U.S. Patent Application Publication No. 2002/0165987 to Arisaka et al. ("ARISAKA"). Applicant respectfully traverses the rejections.

A. Claim 1

It is axiomatic that the cited reference in a §102 rejection must disclose every element in the rejected claim. Claim 1 recites a method for creating conveyable physical representations of digital content, comprising:

receiving a request to associate an identifier with an item of digital content;
obtaining an identifier;
determining an address of said digital content;
associating said identifier with said address; and
generating a physically conveyable representation of said identifier.

Based on the arguments presented below, Applicant respectfully submits that ARISAKA does not disclose or suggest multiple steps of claim 1.

U.S. Pat. App. No. 10/683,757

1. ARISAKA Does Not Disclose or Suggest Receiving a request to associate an identifier with an item of digital content

Claim 1 recites the step of receiving a request to associate an identifier with an item of digital content. The Examiner cited paragraph [0033] of ARISAKA as allegedly disclosing the recited step.

The cited portion of ARISAKA discloses a process for enabling a user to playback digital content at a playback terminal device. Specifically, the cited portion discloses having the user enter (1) an individual identifier and (2) a content identifier into the playback terminal device. *Id.*; see also paragraphs [0037] & [0039] of ARISAKA. The playback terminal device then sends both identifiers to a content server. See paragraph [0034] of ARISAKA. The content server locates the digital content using the content identifier and enables the playback terminal device to playback the content at the terminal device to the user. *Id.* Thus, in ARISAKA, the digital content is already associated with a content identifier prior to receiving a request from a user to playback the content.

In contrast, claim 1 recites receiving a request to associate an identifier with an item of digital content. The digital content may or may not yet be accessible over a network (e.g., may reside on a local hard drive of a user).¹ As a result, a user may request to associate an identifier with the digital content, for example, to make the digital content more accessible to other entities.

ARISAKA does not disclose or suggest this step because the digital content to be playback had already been associated with a content identifier and is accessible over a network (e.g., via a content server) using the content identifier. See paragraph [0043].

¹ See Specification referring to Figure 2 steps 210 to 240 on pages 5-6. The embodiments described in the Specification and illustrated in the Figures are merely exemplary. Therefore, the scope of the claims should not be limited by the exemplary embodiments presented.

U.S. Pat. App. No. 10/683,757

2. ARISAKA Does Not Disclose or Suggest Associating the Identifier with the Address of the Digital Content

Claim 1 also recites the step of associating the identifier with an address of the digital content. The Examiner cited the paragraph [0033] of ARISAKA as allegedly disclosing the recited step.

The cited portion of ARISAKA discloses receiving both the individual identifier and the content identifier at a playback terminal device. However, ARISAKA does not disclose or suggest any step or means for associating the received identifiers.

In contrast, claim 1 recites the step of associating an identifier with an address of the digital content. This association enables the physical representation of the digital content to be readily conveyable.²

Based on all the foregoing, ARISAKA fails to disclose or suggest multiple steps recited in claim 1. Therefore, claim 1 should be in condition for allowance.

B. Claims 2-5

Claims 2-5 are dependent on claim 1. Based on the foregoing arguments for claim 1, claims 2-5 should also be in condition for allowance.

C. Independent Claims 11, 24, 37 and 39

Independent claims 11, 24, 37 and 39 recite corresponding limitations to the limitations discussed above with respect to claim 1. Based on the foregoing

² See Specification, page 6, paragraph 5.

U.S. Pat. App. No. 10/683,757

arguments for claim 1, Applicant respectfully submits that ARISAKA does not anticipate these independent claims and they are also in condition for allowance.

D. Claims 12-23 and 25-26

Claims 12-23 and 25-26 are dependent on claims 11 and 24, respectively. Based on the foregoing regarding independent claims 11 and 24, these dependent claims should also be in condition for allowance.

E. Independent Claims 6, 27, 29 and 38

Independent claims 6, 27, 29 and 38 were rejected as being allegedly anticipated by ARISAKA. The Examiner further cited paragraphs [0064] and [0085] in ARISAKA for allegedly disclosing these claims.

Independent claims 6, 27, 29 and 38 recite at least a corresponding limitation similar to the limitation discussed above with respect to claim 1 in Section I.A.1. This limitation is also not disclosed in paragraphs [0064] and [0085] of ARISAKA. Based on the foregoing arguments for claim 1, Applicant respectfully submits that ARISAKA does not anticipate these independent claims and they are also in condition for allowance.

In addition, these independent claims include different limitations than claim 1. Multiple of these different limitations are also not disclosed or suggested by ARISAKA. Applicant will separately address these limitations by referring to independent claim 6.

1. ARISAKA Does Not Disclose or Suggest Assigning a Contextual Identifier, which is Unique in the Context of a Globally Unique Identifier, to an Item of Digital Content

U.S. Pat. App. No. 10/683,757

Claim 6 recites at least the step of assigning a contextual identifier to an item of digital content. The contextual identifier is unique in the context of a globally unique identifier. In addition to paragraph [0033] of ARISAKA, the Examiner further cited paragraph [0085] for allegedly disclosing this step.

Paragraph [0085] of ARISAKA discloses a sample playback action history stored in a database. The playback action history is digitized information which includes: (1) a plurality of personal playback action history; (2) a plurality of personal identifiers represented by strings; (3) content identifiers; and (4) history associated with playback actions for the contents identified by the content identifiers. Id. This cited portion in ARISAKA discloses the content of a database. Neither the cited portion nor elsewhere in ARISAKA discloses or suggests any multi-layered identifier assignment where one identifier is unique in the context of another identifier.

In contrast, claim 6 recites the step of assigning a contextual identifier, which is unique in the context of a globally unique identifier, to an item of digital content.

2. ARISAKA Does Not Disclose or Suggest the Subsequent Steps Recited in Claim 6

Claim 6 also recites steps for creating a database record including a mapping of the contextual identifier to an address of a digital content, associating the globally unique identifier to the database record, and associating the contextual identifier to a tangible medium previously associated to the globally unique identifier.

As shown in the previous section, ARISAKA does not teach or suggest a contextual identifier unique in the context of a globally unique identifier. It follows from principles of logic that ARISAKA also cannot disclose or suggest any element that refers back to the "contextual identifier." Hence, ARISAKA cannot disclose or suggest these steps.

U.S. Pat. App. No. 10/683,757

The Examiner further cited paragraph [0064] of ARISAKA (in view of the other previously discussed paragraphs) for allegedly disclosing these steps.

The cited portion in ARISAKA discloses a content information management processing module for loading content to memory. ARISAKA, paragraph [0064]. In ARISAKA, if the content does not fit in the memory, the content is split up such that only necessary sections are loaded into memory and the rest is stored in the storage device. *Id.*

Neither this cited portion nor elsewhere in ARISAKA discloses or suggests the steps recited in Claim 6.

Based on all the foregoing, ARISAKA fails to disclose or suggest multiple steps recited in claim 6. Independent claims 27, 29 and 38 recite corresponding limitations to the limitations discussed above with respect to claim 6. Based on all the foregoing, Applicant respectfully submits that ARISAKA does not anticipate these independent claims and they are in condition for allowance.

F. Claims 7-10, 28 and 30-36

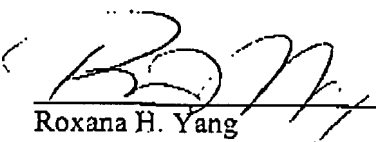
Claims 7-10, 28 and 30-36 are dependent on claims 6, 27 and 29, respectively. Based on the foregoing regarding independent claims 6, 27 and 29, these dependent claims should also be in condition for allowance.

U.S. Pat. App. No. 10/683,757

II. Conclusion

In view of the foregoing, it is respectfully submitted that the application is now in condition for allowance. Should the Examiner believe that a telephone interview would help advance the prosecution of this case, the Examiner is requested to contact the undersigned attorney.

Respectfully submitted,

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